



THE PRITZKER GROUP

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President & CEO

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MLPA Blue Ribbon Task Force
c/o California Natural Resources Agency
1416 Ninth Street, Suite 1311
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RE: Support for Protection of Point Dume's Submarine Canyon and Big Kelp Reef in the BRTF Final Preferred Alternative

Dear Blue Ribbon Task Force members:

I am a long time Los Angeles resident, and I strongly believe that Point Dume's submarine canyon and the reef east of Point Dume known as Big Kelp Reef (BKR) need to be protected in a marine reserve in your final preferred alternative for marine protected areas in Southern California by the adoption of the map 1 shape for this area. Anything less than map 1 will not provide adequate protection for the Malibu coast and Santa Monica Bay. I have 7 children and I want them to be able to enjoy all the wonderful benefits of the Big Kelp Reef.

The Santa Monica Bay houses two submarine canyons that are surrounded by rich rocky inshore reefs— Point Dume and Redondo Canyons. These concentrated upwelling zones adjacent to inshore rocky reef and rich kelp forest habitats support a diversity of marine life and seed the fisheries throughout the Bay. At a minimum, one of these key nursery habitats must be protected to help restore marine life populations and marine habitats throughout the Santa Monica Bay.

It is imperative that Point Dume's entire canyon and the quality BKR habitat are protected, especially if no protection is going to be given to the canyon or northern reefs on Palos Verdes peninsula. Concentrating a marine reserve at Point Dume allows for continued fishing at critical kayak and shore fishing areas and access points along the Malibu Coast, including Deer Creek, Deep Hole, Leo Carrillo, Escondido, Latigo, Malibu Beach, Carbon Beach and Big Rock. Moreover, the shape in Map 1 at Point Dume is already a compromise away from what the conservation community and a significant portion of the Malibu community wanted.

The Point Dume headlands, rich tidepools and rocky reefs to the east are a hotspot for wildlife viewing, beachgoing, SCUBA diving, surfing, kayaking and other non-consumptive activities. In fact, studies show that over 90 percent of visits to the Malibu coast are non-consumptive. Recent studies also show that from Point Conception to Point Fermin, non-consumptive coastal users spend approximately \$115 million annually. Protecting the iconic and productive areas proposed in map 1 at Point Dume as a marine reserve will bring both natural and economic benefits to the Santa Monica Bay.

Thank you very much for all your hard work in ensuring the protection of Southern California's marine life, and please provide real protection for Point Dume and its surrounding habitats in your final preferred alternative map.

Sincerely,



Anthony N. Pritzker

Cc: Governor Arnold Schwarzenegger
Renee Croce